

In Your Interest Guests

1991-1993

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ROUTE 1, BOX 516A, TRAFALGAR, IN 46181  
TEL 317-878-5407  
FAX 317-878-4458

Planned Parenthood Executive Director Sandy Anderson  
Hospice of Bloomington Director Carol Eberling  
Bedford Medical Center's Director of Out-Patient Services Shirley Payton  
Bedford Medical Center's Adolescent Chemical Dependency Unit Director Mary O'Neill  
Bedford Medical Center's Community Affairs Director Linda Frye  
Bloomington Police Chief Steve Sharp  
Bloomington Police Dept.'s Officer Friendly Jim Graf  
Monroe County Sheriff's Dept.'s Officer McGruff Mike Smith  
Amethyst House Director Mindy Caron  
Bloomington's Addiction Treatment Center Director Nancy Hope Habbe  
Monroe County Recycling Coordinator Jane St. John  
Monroe County Housing Solution President Shirley Calvert  
Bloomington's Older American Center Director Ben Ackerman  
Bloomington Parks and Recreation Dept. Director Bonnie Moore  
Boys and Girls Club, Inc. Executive Director Paul Grundis  
Gleaner's Food Bank Executive Director Pam Altmeyer  
Hoosier Hill Food Bank Director Amy Robinson  
Westside Community Center Director Dan Hibbler  
Salvation Army Commander Ralph Hansen  
Goodwill Industries Executive Director Marilyn Fourman  
Chamber of Commerce Executive Director Glenda Morrison  
Bloomington Volunteer Action Center Director Scott Hutchinson  
Bloomington's Director of Human Resources Sue Wheeler  
United Ministries of Monroe County Executive Director Meri Reinhold  
Monroe County Youth Shelter Director Roberts Wysong  
Dental Care Center of Monroe County Director Maria Harlan  
Big Brothers/Big Sisters Executive Director Steve Philbeck  
Area 10 Agency on Aging Executive Director Jewel Ecklebarger  
Monroe County Red Cross Executive Director Barry Porter  
Shelter, Inc. Executive Director Lori Herald  
Helene House Director Russ Schuyler  
Brown County Stay-Well Clinic Director Charlotte Wyatt  
Monroe County Probation Chief Officer Gary George  
Monroe County Public Library Director David Bulcove  
United Way Executive Director Peg Stice  
Catholic Social Services Director Michael Cesnik  
Monroe County Traffic Commission Member Kevin Brumett  
Monroe County Community Kitchen Director Tom King  
Monroe County Planning Coordinator Susan Fernandez  
Monroe County Planning Commission Director B. J. Sample  
Monroe County Daycare Service Director Denise Kojeka  
Bloomington Restorations, Inc. President Henry Glassie  
Protect Our Wood, Inc. Director Andy Mahler  
Monroe County Landlords Association President Richard Wells  
The Community Head Start Program Director Donna Hogle  
NAACP Vice President Mary D. Forrest  
Jewish Community Center Executive Director Ira Jaffee





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ROUTE 1, BOX 516A, TRAFALGAR, IN 46181  
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Hoosier Environment Council spokesperson Doug Mason  
National Forestry Service's Frank Voytas  
Indiana Dept. of Natural Resources's Larry Crabtree and Steve McCain

EDUCATORS

Monroe County Supt. of Schools Jack Bowman  
Indiana University Economics Professors Jeffrey Green, Lawrence Davidson  
Mike Simkowitz, Morton Marcus and Pat Rooney  
Indiana University President Thomas Ehrlich  
Indiana University Chancellor Ken Gros-Louis  
St. Charles Catholic School Director Father Ron Ashmore  
Indiana University Athletic Director Clarence Doninger  
Indiana University Education Dept. Professor Howard Mehlinger  
Indiana University Dean of Education Don Warren



A SINCLAIR GROUP STATION

EXHIBIT C

WIIB-TV 63CHILDREN'S EDUCATIONAL PROGRAMMING REPORTDate January 9, 1991Fourth Quarter 1991Prepared by Barbara Kerr

There follows a listing of Children's Educational Programming aired by WIIB-TV 63 during the period October 1, 1991 to December 31, 1991. Also included are PSA's, short-segment programs and promotional spots promoting both WIIB's Children's Educational Programs and the Educational Programs of other stations in our City of License.

Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #101	10/6/91 12/25/91	6:30A 8A	30 min	Pre-schoolers, animated: promoting an unselfish and cooperative manner of relating to others, particularly those of differing nationalities and race.
LOCAL	Kids Alive! Recycling	10/6/91	7A	30 min	Middle schoolers, interview: Bloomington's Recycling Coordinator stresses need and ways of recycling at home and at school.
SYN	Vegetable Soup #102	10/13/91 12/25/91	6:30A 8:30A	30 min	Pre-schoolers, animated: focus on unity, children standing together, turning hatred into love. Suggests that while cultures may be different, people are much the same everywhere.
LOCAL	Kids Alive! Bloomington's Water System	10/13/91	7A	30 min	Middle schoolers, interview: a tour through the Bloomington water system, learning about technology of water treatment.
SYN	Vegetable Soup #103	10/20/91 12/25/91	6:30A 9A	30 min	Pre-schoolers, animated: teaching shared values and understanding through stories, skits and puppetry.
SYN	Vegetable Soup #104 Hygiene	10/27/91 12/25/91	6:30A 9:30A	30 min	Pre-schoolers, animated: illustrating the need for unity, personal cleanliness, demonstrating the consequences of making fun of those who are different than ourselves.

CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

Fourth Quarter 1991

Date January 9, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
LOCAL	Kids Alive! Dental Hygiene	10/27/91	7A	30 min	Middle schoolers, interview: focus on dental hygiene, children talking with a dental hygienist about proper care of teeth and gums.
SYN	Vegetable Soup #105	11/3/91 12/25/91	6:30A 3P	30 min	Pre-schoolers, animated: learning to understand others, how friendship can help ease one's fears.
LOCAL	Kids Alive! Wylie House	11/3/91	7A	30 min	Middle schoolers, interview: children tour the historic Wylie House as the tour guide answers questions about life in Bloomington in the 1840's.
SYN	Risk	11/10/91	6:30A	40 min	Pre-teens/teens, interview: teenagers who have tested HIV positive relate their experiences with unsafe sex. Warning against letting TV, movies and/or peer pressure lead to an unprotected sexual experience.
LOCAL	Kids Alive! Haunted Indiana	11/10/91	7:10A	20 min	Middle schoolers, storytelling: students relate folk tales of Indiana towns said to be haunted.
SYN	Vegetable Soup #106	11/17/91 12/25/91	6:30A 3:30P	30 min	Pre-schoolers, animated: explaining why hair can be different colors and textures, suggests that racial differences need not lead to prejudice.
LOCAL	Kids Alive! Spiderman	11/17/91	7A	30 min	Pre-school, grade school, interview: Spiderman character explains what constitutes child abuse and what to do if you or a friend experience it.
SYN	Vegetable Soup #107	11/24/91 12/25/91	6:30A 4P	30 min	Pre-schoolers, animated: explains differing skin pigmentation and stresses similarities in cultural myths, folk tales and games.

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CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
LOCAL	Kids Alive! Art in Education	11/24/91	7A	30 min	Elementary schoolers, interview/narrative: a teacher gives a lesson in mime, illustrates how props can be used to help tell a story.
SYN	Vegetable Soup #108	12/1/91 12/25/91	6:30A 4:30P	30 min	Pre-schoolers, animated: addresses different customs, cultures and people, points out the adverse effects of prejudice that arises from misunderstanding and jealousy.
LOCAL	Kids Alive! Astronomy	12/1/91	7A	30 min	Middle schoolers, interview: children demonstrate their personal science projects, discuss space travel and operations.
SYN	Vegetable Soup #109	12/8/91	6:30A	30 min	Pre-schoolers, animated: explanation of genetic likenesses and differences. Introduction to different places, people and cultures. Slangs and their definitions.
LOCAL	Kids Alive! Pat the Bunny	12/8/91	7A	30 min	Kindergarten/elementary school: pets and pet care, nutrition and love, animal characteristics and the role they play in human society.
SYN	Vegetable Soup #110	12/15/91	6:30A	30 min	Pre-schoolers, animated: explains why it is necessary to have different cultures, different kinds of people with different personalities.
SYN	Vegetable Soup #111	12/22/91	6:30A	30 min	Pre-schoolers, animated: pigmentation as it relates to climate, survey of legendary black cowboys.
SYN	Vegetable Soup #112	12/29/91	6:30A	30 min	Pre-schoolers, animated: explains why people speak differently and have different accents, how people are much alike despite different language and customs.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

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Date January 9, 1992

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<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Age Group Targeted and Description of Program</u>
<u>Educational Spot Promotion</u>				
WTIU Educational promo	10/1-12/31	9:45A	:30	Pre-school, kindergarden, elementary: WIIB rotates four different WTIU spots promoting Sesame Street, Long Ago and Far Away, Newton's Apple and/or Reading Rainbow, each day Monday thru Saturday.
WIIB Educational promo	10/1-12/31	5:54P	:30	Pre-school, kindergarden, elementary: WIIB promotes its own children's educational programs once a day seven days a week.
<u>Educational PSA's</u>				
Boy's Club/Girl's Club PSA	10/27-12/31	varied varied	:60 :30	Elementary, middle school: the :60 PSA promoting membership benefits of Boy's Club/Girl's Club was aired twice each day at various times; the :30 PSA aired once a day at various times.
Girl Scouts PSA	10/27-12/31	varied	:30	Elementary, middle school: this PSA promoting Girl Scouting aired once a day at various times.
Smokey Bear (fire prevention) PSA	10/01-12/31	varied	:30	Kindergarden, elementary, middle school: this PSA promoting fire safety aired three times each day at various times.
Recruiting New Teachers (PSA)	10/27-12/31	varied varied	:60 :30	Middle School, high school: the :60 PSA aired twice a day at various times; the :30 PSA aired once a day at various times, both promoting teaching as a heroic profession.
McGruff's Crime Prevention (PSA)	10/01-12/31	varied varied	:60 :30	Elementary, middle and high school: the :60 PSA aired twice a day at various times; the :30 PSA aired once a day at various times, both promoting crime prevention.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

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<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Age Group Targeted and Description of Program</u>
<u>Educational PSA's Con't</u>				
Teen Alcoholism PSA	10/1-10/26	varied varied	:60 :30	Middle school, high school: the :60 PSA aired three times a day at various times; the :30 PSA aired twice a day, both promoting awareness of teenage alcoholism.
Latter Day Saints/Adam PSA	10/1-12/31	varied varied	:60 :30	Middle school, high school: both the :60 PSA and the :30 PSA aired twice a day at various times, promoting the need for an education.
Latter Day Saints/	10/1-12/31	varied	:60	Middle school, high school: this :60 PSA aired twice





# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

Date April 1, 1992

First Quarter 1992

Prepared by Barbara Kerr

There follows a listing of Children's Educational Programming aired by WIIB-TV 63 during the period January 1, 1992 to March 31, 1992. Also included are PSA's, short-segment programs and promotional spots promoting both WIIB's Children's Educational Programs and the Educational Programs of other stations in our City of License.

Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #113	1/5	6A	30 min	Pre-schoolers, kindergarden: Pointing out that despite the diversity in cultures all children share certain characteristics: how children feel when they think they don't "fit in".
SYN	Vegetable Soup #114	1/5	6:30A	30 min	Pre-school, kindergarden: A look at the origins of culture, music and language: how it feels to be a member of a minority.
SYN	Vegetable Soup #115	1/12	6A	30 min	Pre-school, kindergarden: An introduction to space travel promoting the importance of discipline and the negative effects of snap judgements based on ethnic differences.
SYN	Vegetable Soup #116	1/12	6:30A	30 min	Pre-schoolers, kindergarden: Continuation of space travel introduction and the importance of being responsible; explanation of individual skin colors and how they became different. Points out that all different skin colors are shades of the same color.
SYN	Vegetable Soup #117	1/19	6A	30 min	Pre-school, kindergarden: A program dealing with suspicions and fears and the problems and effects of jealousy and dishonesty.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



First Quarter 1992

Date April 1, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #118	1/19	6:30A	30 min	Pre-school, kindergarden: Programs focuses on Native American Culture and describes the evolution of the American language thru "loan words"; the error of prejudging people before knowing them.
SYN	Vegetable Soup #119	1/26	6A	30 min	Pre-school, kindergarden: A look at musical instruments as they have evolved thru the ages; pointing the musical uses of household items and how the desire for music is universal.
SYN	Vegetable Soup #120	1/26	6:30A	30 min	Pre-school, kindergarden: Programs teaching open-mindedness thru stories about everyday people, places and music.
SYN	Vegetable Soup #121	2/2	6A	30 min	Pre-school, kindergarden: An explanation of civil rights. The importance of supervision: the government monitors adult behavior and adults monitor children's behavior.
SYN	Vegetable Soup #122	2/2	6:30A	30 min	Pre-school, kindergarden: Program stressing the importance of friends, how to relate to the elderly, how to make useful items from unlikely sources; an introduction into recycling.
SYN	Vegetable Soup #123	2/9	6A	30 min	Pre-school, kindergarden: A program explaining basic carpentry skills, materials and tools. An introduction to sign language.
SYN	Vegetable Soup #124	2/9	6:30A	30 min	Pre-school, kindergarden: The program looks at veterinary medicine, routine procedures and animal care.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



First Quarter 1992

Date April 1, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
LOCAL	In your Interest: Treatment for Teens	1/5-1/11	8:15A & 5:15P	4:30	Middle school, high school: The Director of an adolescent treatment facility talks about treatment available for teenage alcoholics and addicts.
LOCAL	In Your Interest: Educa- ing Teens about Addiction	1/5-1/11	9:15A & 6:15P	4:30	Middle, high school: Educators outline ways for teenagers to communicate with their parents, teachers and other adults.
LOCAL	In Your Interest: Indian Creek Students	2/9-2/15	11:15A & 8:15P	4:30	Middle, high school: Indian Creek high school students talk about themselves; their goals and experiences.
LOCAL	In Your Interest: The Eagle Scout Ceremony	2/16-2/22	8:15A & 5:15P	4:30	Middle, high school: The ceremony wherein a Boy Scout is promoted to Eagle Scout; why scouting is important.
LOCAL	In Your Interest: Indian Creek High School: Life Skills Class	3/22-3/28	7:15A & 3:15P	4:30	Middle, high school: Indian Creek High School students discuss skills needed to cope with their emotions and the demands placed upon them by others.

CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

First Quarter 1992

Date April 1, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
	<u>Children's Educational Promotion</u>				
	WTIU Educational Spot	1/1-3/31	9:45A	:30	Pre-school, kindergarden, elementary: WIIB rotates four different WTIU spots promoting Sesame Street, Long Ago and Far Away, Newton's Apple and/or Reading Rainbow, each day Monday thru Saturday.
	WIIB Educational Spot	1/1-3/31	5:54P	:30	Pre-school, kindergarden, elementary: WIIB promotes

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



First Quarter 1992

Date April 1, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
	<u>Educational PSA's Con't</u>				
	McGruff's Crime Prevention PSA	1/1-3/31	varied	:60 :30	Elementary, middle and high school: The :60 PSA aired twice a day at various times; the :30 PSA aired once a day at various times. Both PSA's promote crime prevention.
	Teen Alcoholism PSA	1/1-3/31	varied	:60 :30	Middle school, high school: Both the :60 PSA and the :30 PSA aired twice a day at various times. Both PSA's promote awareness of teenage alcoholism.
	Latter Day Saints (Adam) PSA	1/1-3/31	varied	:60 :30	Middle school, high school: Both the :60 PSA and the :30 PSA aired twice each day at various times. Both PSA's promote the advantages of education.
	Latter Day Saint Teenage Depression PSA	1/1-3/31	varied	:60	Middle school, high school: This :60 PSA aired twice each day, promoting aware ness of teenage depression.
	AIDS PSA	1/1-3/31	varied	:60	Middle school, high school: This :60 PSA aired twice each day, promoting awareness of AIDS among teenagers.
	Adolescent Health PSA	1/1-3/31	varied	:60	Elementary, middle school: This :60 PSA aired twice each day, promoting a healthy diet and exercise.



CHILDREN'S EDUCATIONAL PROGRAMMING REPORT

Date July 7, 1992

2nd Quarter 1992

Prepared by Barbara Kerr

There follows a listing of Children's Educational Programming aired by WIIB-TV 63 during the period April 1, 1992 to June 30, 1992. Also included are PSA's, short-segment programs and promotional spots promoting both WIIB's Children's Educational Programs and the Educational Programs of other stations in our City of License.

Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #132	4/5/92	6A	30 min	Pre-schoolers, kindergarden: Description of contributions of various native American Indians to the 20th Century; examples and explanation of prejudice.
SYN	Vegetable Soup #133	4/5/92	6:30A	30 min	Pre-schoolers, kindergarden: a discussion of outer space and an explanation of recording techniques and equipment.
SYN	Vegetable Soup #134	4/12/92	6A	30 min	Pre-schoolers, kindergarden: Descriptions of Japanese Americans and their contributions during WW II; Asian similarities, background and customs; Asian fable of value and worth.
SYN	Vegetable Soup #135	4/12/92	6:30A	30 min	Pre-schoolers, kindergarden: Story of a North Pole expedition; explanation of the word "race".
SYN	Vegetable Soup #136	4/19/92	6A	30 min	Pre-schoolers, kindergarden: Lessons in Japanese Bonzai gardening; story showing not to judge by appearance but rather by inner qualities and strength.
SYN	Vegetable Soup #137	4/19/92	6:30A	30 min	Pre-schoolers, kindergarden: Story of a slave's fight for civil rights in 1864; description of trial lawyers and case preparation; how to cope with problems of acceptance in a new school.



CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



2nd Quarter 1992

Date July 7, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #138	4/26/92	6A	30 min	Pre-schoolers, kindergarden: Biography of an early American Mexican lawman; the intricacies of diamond cutting; children coping with welfare stigma.
SYN	Vegetable Soup #139	4/26/92	6:30A	30 min	Pre-schoolers, kindergarden: Importance of understanding effects of science and technology on our environment; explanation of melanin in producing different skin colors.
SYN	Vegetable Soup #140	5/3/92	6A	30 min	Pre-schoolers, kindergarden: What all of us need to know about color; story of Sincid, a slave fighting for freedom.
SYN	Vegetable Soup #141	5/3/92	6:30A	30 min	Pre-schoolers, kindergarden: Explanation of the process of stereotyping people; the first female Native American doctor; adjusting and making new friends.
SYN	Vegetable Soup #142	5/10/92	6A	30 min	Pre-schoolers, kindergarden: Native American, Asian, Puerto Rican and Black history; what do you want to know about yourself; how would you feel if no one wanted to play with you just because you're different?
SYN	Vegetable Soup #143	5/10/92	6:30A	30 min	Pre-schoolers, kindergarden: Importance of working; matching people with their jobs; what would you do if someone told you that you weren't good enough to try?
SYN	Vegetable Soup #145	5/17/92	6A	30 min	Pre-schoolers, kindergarden: Trip thru history: Sierra Nevada in 1867 and the plight of Chinese workers on the railroad; first strike in the history of organized labor; the meaning of prejudice.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



2nd Quarter 1992  
 Date July 7, 1992  
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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #144	5/17/92	6:30A	30 min	Pre-schoolers, kindergarden: Explanation of culture, what it is and what it's not; what would you do and how would you feel segment.
SYN	Vegetable Soup #146	5/24/92	6A	30 min	Pre-schoolers, kindergarden: Discussion of migrant workers and the hardships of field work, make a new friend segment teaching not to be prejudiced but to learn to get to know each other.
SYN	Vegetable Soup #147	5/24/92	6:30A	30 min	Pre-schoolers, kindergarden: Explanation of immigration and immigrant contributions to American culture and society; make a new friend segment.
SYN	Vegetable Soup #148	5/31/92	6A	30 min	Pre-schoolers, kindergarden: Explanation of different family types - foster, adopted, maternal, etc. Story of an Asian woman fighting for womens rights in America.
SYN	Vegetable Soup #149	5/31/92	6:30A	30 min	Pre-schoolers, kindergarden: The big job hunt; school competition.
SYN	Vegetable Soup #150	6/7/92	6A	30 min	Pre-schoolers, kindergarden: The magic of cooking and the use of herbs and spices for flavor; make a new friend segment.
SYN	Vegetable Soup #151	6/7/92	6:30A	30 min	Pre-schoolers, kindergarden: What do you want to know about yourself segment; story of Benjamin Bannicker in 1791.
SYN	Vegetable Soup #153	6/14/92	6A	30 min	Pre-schoolers, kindergarden: What do you want to know about yourself? segment; Puerto Rican original inhabitants, culture and musical history.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



2nd Quarter 1992  
 Date July 7, 1992  
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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
SYN	Vegetable Soup #154	6/14/92	6:30A	30 min	Pre-schoolers, kindergarden: program focuses on the importance of work; how to be sportsman-like when competing.
SYN	Vegetable Soup #155	6/21/92	6A	30 min	Pre-schoolers, kindergarden: A look at the U.S. in Colonial times; discussion of what is beautiful and how it is expressed; make a new friend segment.
SYN	Vegetable Soup #156	6/21/92	6:30A	30 min	Pre-schoolers, kindergarden: a look at Philadelphia in 1850; problems of relocating and immigration; meeting new people; what would you do and how would you feel? segment.
SYN	Vegetable Soup #157	6/28/92	6A	30 min	Pre-schoolers, kindergarden: explanation of "race" and human differences; a look at Seminole Indians; how to react when being accused of something you didn't do.
SYN	Vegetable Soup #158	6/28/92	6:30A	30 min	Pre-schoolers, kindergarden: training and flight of a jet pilot; finding out early what you want to be when you grow up.
LOCAL	In Your Interest: Ballinger Art Camp	5/3-9	6:15A & 2:15P	4:30 min	Interviews with students and art class teachers about art summer camp. (Elementary, middle schoolers)
LOCAL	In Your Interest: National Fitness Month	5/17-23	6:15A & 2:15P	4:30 min	Elementary, middle school: footage of children across the country exercising simultaneously to celebrate National Fitness Month.
LOCAL	In Your Interest: Respect-teen: National Youth Forum	5/17-23	7:15A & 3:15P	4:30 min	Middle school, high school: Interview with Bloomfield student who won a trip to Washington with an essay and then participated in a mock legislative session at the Capitol.

# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



2nd Quarter 1992  
 Date July 7, 1992  
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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
LOCAL	In Your Interest: Myriam Wood: Shining Star Award	5/17-23	8:15A & 5:15P	4:30 min	Elementary school: An interview with Miriam Wood who won the Channel #13 Shining Star Award.
LOCAL	In Your Interest: Protecting Your Child Against Abduction	6/21-27	9:15A & 6:15P	4:30 min	Pre-school, elementary, middle school: Safety tips to avoiding abduction by a stranger or a member of the family.
LOCAL	In Your Interest: Officers Friendly and McGruff: Programs for Children	6/21-27	10:15A & 7:15P	4:30 min	Elementary, middle school: Interviews with Officer Friendly of the Bloomington Police Dept. and Mike Smith of the Monroe Co. Sheriff's Dept. discussing the D.A.R.E. program.
LOCAL	In Your Interest: Westside Community Center	6/21-27	7:15A & 3:15P	4:30 min	Elementary, middle and high school: Staff of the Westside Center talk about the programs offered during the school year and the summer.
SYN	Bring Them Home America	6/21/92	9A	60 min	Pre-school, kindergarden, elementary, middle: pictures of some of the 500,000 children currently listed with the Missing Children Help Center; safety precautions for parents and children; interviews with local law enforcement officers on what to do and what not to do. (WIIB also conducted a community outreach effort to enhance the value of this program. See attachment.)
	<u>Children's Educational Programming Promotion</u>				
LOCAL	WTIU Educational Spot	4/1-6/30	9:45A	:30 sec	Pre-school, kindergarden, elementary: WIIB rotates four different WTIU spots promoting Sesame St., Long Ago and Far Away, Newton's Apple and/or Reading Rainbow, each day, Monday thru Saturday.
LOCAL	WIIB Educational Spot	4/1-6/30	5:45P	:30 sec	Pre-school, kindergarden, elementary: WIIB promotes its own children's educational programs once a day, seven days a week.

CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



# CHILDREN'S EDUCATIONAL PROGRAMMING REPORT



2nd Quarter 1992

Date July 7, 1992

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Source	Program/Segment	Date	Time	Duration	Age Group Targeted and Description of Program
	<u>Educational PSA's con't</u>				
	Girl Scouts PSA	4/1-6/30	varied	:30	Elementary, middle school: This PSA promoting Girl Scouting aired once a day at various times.
	Smokey Bear PSA (fire prevention)	4/1-6/30	varied	:30	Kindergarden, elementary, middle school: This PSA promoting fire safety aired three times each day at various times.
	Recruiting new teachers PSA	4/1-6/30	varied	:60 :30	Middle school, high school: The :60 PSA aired twice a day at various times; the :30 PSA aired once a day at various times. Both urge students to consider a career in education.



SECOND QUARTER, 1992  
CHILDREN'S EDUCATIONAL PROGRAMMING  
COMMUNITY OUTREACH EFFORT

ROUTE 1, BOX 516A, TRAFALGAR, IN 46181  
TEL 317-878-5407  
FAX 317-878-4458

On Sunday, June 21, 1992, at 9 AM, WIIB aired an hour-long program, Bring Them Home America. This program focused on some of the 500,000 children currently listed with the Missing Children Help Center and contained safety tips for children to help prevent abduction.

Along with airing this program WIIB conducted a community outreach effort designed to enhance the programs value to the children of Bloomington. To this end, WIIB issued a press release announcing both the program and a fingerprinting session to be conducted at The Life Church's Joy Junction Daycare Center in Bloomington. (See attached press release.) A display ad in the Bloomington Herald-Times promoted both the program and the fingerprinting session and urged parents to watch the program with their children. (See attached display advertisement.)

WIIB also taped three short-segment community affairs programs focusing on child safety and containing advice on how to avoid abduction. These programs, Protecting Your Child Against Abduction, Officers Friendly and McGruff: Programs for Young People and Court Mediation in Divorce and Custody Disputes, aired twice a day from June 21st thru the 27th.

Following the fingerprinting session sponsored by WIIB on June 23rd, during which 140 children were fingerprinted, WIIB aired another short-segment program, Fingerprinting For Children, twice a day from June 28th thru July 4th.



If you and your children only watch one television program this summer, make it this one: *Bring Them Home America*, Sunday, June 21 at 9 AM on Channel 63 (TCI Channel 30).



You just may hold the key to the reunion of a missing child with his or her family.

Tune us in to watch *Bring Them Home America*® and take a look at the pictures of many missing children. You might recognize one or more of them and help bring them home. What's more, this program will share valuable preventative tips parents - and everyone - should know to protect our children.

It's all part of an important, ongoing program sponsored by Home Shopping Club® to benefit the Missing Children ... Help Center. The center is a federal tax-exempt, non-profit 501(c)(3) organization under the National Missing Children Division of National Child Safety Council.

Take the time to watch *Bring Them Home America*. You could become an instant hero!



WIIB-TV 63 is sponsoring a fingerprinting session, open to all families, at the Life Church's Joy Junction Daycare Center.

3575 North Prow Road in Bloomington, Tuesday, June 23 from 9 AM to 12 Noon. Call 334-0557 for details.

**IF YOUR KIDS HAVEN'T BEEN FINGERPRINTED, DO IT NOW!!!**

## Missing children focus on WIIB

WIIB-TV

On Sunday at 9 a.m., WIIB-TV, Channel 63, will air the hour-long "Bring Them Home, America," a video photo album featuring snapshots of some of the more than 550,000 missing children registered with the National Crime Information Computer. The program also includes safety tips for parents and children. A photograph of Fareed Shamee, a child reported missing from Bloomington, will be shown during the program.

Viewers will be encouraged to send contributions to support the work of the Missing Children Help Center, a non-profit agency established in 1982 in Tampa, Fla. The center publishes and distributes a tabloid filled with photos of missing children. It also operates a toll-free telephone line to gather information about missing children or to take calls from the children themselves.

## PARENTS AND KIDS

### Fingerprinting service offered for children

WIIB will sponsor a fingerprinting session for children conducted by the Monroe County Sheriff's Department from 9 a.m. to noon Tuesday at the Life Church's Joy Junction Daycare Center, 3575 N. Prow Road. For more information, call Barbara Kerr at (317) 878-5407.

BLOOMINGTON HERALD-TIMES  
MONDAY, JUNE 22



June 16, 1992  
FOR IMMEDIATE RELEASE  
Contact: Barbara Kerr  
812 334-0557



**WIIB-TV**  
BLOOMINGTON

ROUTE 1, BOX 516A, TRAFALGAR, IN 46181  
TEL 317-878-5407  
FAX 317-878-4458

WIIB-TV 63 TO AIR BRING THEM HOME AMERICA  
ON SUNDAY, JUNE 21, 1992, at 9 AM

WIIB-TV 63 will air the hour-long BRING THEM HOME AMERICA, a video photo album featuring snapshots of some of the more than 550,000 missing children registered with the National Crime Information Computer, on Sunday, June 21, at 9 AM. The program also includes vital safety tips for parents and children. A photograph of Fareed Shamee, a child reported missing from Bloomington, will also air during the program.

BRING THEM HOME AMERICA, a six-hour program initially aired by WIIB on Christmas Day, 1991, has been segmented, updated and enriched to air during the summer, at a time when children are out of school and have less exposure to safety reminders and pointers.

Viewers will be encouraged to send contributions to support the work of the Missing Children Help Center, a non-profit agency established in 1982 in Tampa, Florida. The Center publishes and distributes a tabloid filled with photos of missing children and related information. It also operates a toll-free telephone line to gather information about missing children or to take calls from the children themselves.

On Tuesday, June 23rd, from 9 AM until 12 Noon, WIIB will sponsor a fingerprinting session for children conducted by the Monroe County Sheriff's Department, at The Life Church's Joy Junction Daycare Center, 3575 N. Prox Road in Bloomington. All families who have not yet had their children fingerprinted are encouraged to bring them to The Life Church on Tuesday.



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